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UNIVERSAL MUSIC

Ms Melissa Battino

Director Business and Legal Affairs

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USA

Paris, December 14<sup>th</sup>, 2015

**By registered letter with acknowledgement of receipt**

**Object:** PSG / M.I.A BORDERS video clip

Anticipated email notification to: [melissa.battino@umusic.com](mailto:melissa.battino@umusic.com)

Dear Madam,

We are writing to you in your capacity as manager of the singer M.I.A's musical work, including, among others, the song "BORDERS" which video clip is currently available on the Internet.

We had the unpleasant surprise to find that the singer, in this video clip, appears twice wearing the official jersey of our team, bearing the very easily recognizable logo PARIS SAINT GERMAIN and our sponsors' brands (NIKE and QNB), and the brand of our sponsor EMIRATES which slogan was diverted from "FLY EMIRATES" to "FLY PIRATES".

The video clip can be downloaded on iTunes <https://itunes.apple.com/us/post/idsa.25e44bb6-94dd-11e5-80ab-e8cc0396d829>, and is heavily promoted by M.I.A on social medias, like TWITTER <https://twitter.com/miauniverse> and TUMBLR <http://miauniverse.tumblr.com/>.

The singer also published a picture of her song's lyrics on her TUMBLR account <http://miauniverse.tumblr.com>, where she denounces, as in her video clip, the treatment and living conditions of refugees who crossed the Mediterranean Sea to reach Europe.

More than being surprised, we simply do not understand why we are associated, through our logo and the official jersey of our team's players, to such denunciation.

This association is all the more hard to understand that nothing in our activities and in our daily initiatives suggests we have anything to do with the problems highlighted by M.I.A.

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As you know, we manage the professional activities of the football club PARIS SAINT-GERMAIN which has a prestigious image in France and worldwide, based on the popularity of its football men's team.

The football club PARIS SAINT-GERMAIN has a remarkably impressive track record, as it notably won the French national championship five times, the French Cup nine times, the League's Cup five times and the European Cup once.

Our prestigious reputation led numerous sponsors such as NIKE, EMIRATES or QNB and OOREDOO, among others, to associate their image to our club, including by displaying their brand on our team players' official jerseys.

We also created the Paris Saint-Germain Foundation, which, for the last 15 years, has been committed to social action. As such, the Foundation provides its best and unique training know-how to children and young adults, and gives them, on a daily basis and in the long run, the adequate assistance and environment for their personal development.

The Paris Saint-Germain Foundation was the first foundation created by a professional football club. The Foundation accomplishes three missions of general interest: the professional integration of young adults, the assistance to sick children and the assistance to socially disadvantaged children. Since the creation of the Foundation, 150,000 children and young adults were thus accompanied.

In the context of the refugees' crisis, the Foundation made a donation of 1 million euros, on September 9<sup>th</sup>, 2015, taken from the Club's earnings, to the French charity "Secours Populaire" and the UNHCR.

In light of the foregoing, we consider that the use of our brand and image in a video clip denouncing the treatment of refugees is a source of discredit for our club and distorts its public communication policy.

As a matter of fact, our club is one of the 5 most important European football clubs and our audience on social media is quite significant worldwide (21 million followers on Facebook). Our high media exposure combined with the intense promotion of M.I.A.'s videoclip resulted in numerous press articles which distorted in the public's mind our image to your benefit.



For example, the Huffington Post writes under the video clip that: *"Elle pose même quelques secondes avec un maillot du Paris Saint-Germain. Le sponsor Fly Emirates, la compagnie aérienne de Dubaï, a été légèrement modifié en Fly Pirates (pirates de l'air)"*, which can be translated as "She even poses a few seconds with the official jersey of the Paris Saint-Germain. The sponsor Fly Emirates, Dubai's airline, was slightly modified to Fly Pirates".

[http://www.huffingtonpost.fr/2015/11/27/mia-borders-migrants-clip-parcours-refugies-video\\_n\\_8661216.html](http://www.huffingtonpost.fr/2015/11/27/mia-borders-migrants-clip-parcours-refugies-video_n_8661216.html)

The website Konbini, which has many followers worldwide, writes that *"la chanteuse porte un maillot du PSG, avec le sigle de la banque du Qatar, Qatar National Bank. À la place du "Fly Emirates" qui estampille le maillot de l'équipe parisienne, on peut lire "Fly Pirates" : une vive critique à l'égard du pays organisateur de la Coupe du Monde de football de 2022, où 1200 travailleurs immigrés ont péri sur les chantiers durant la construction des stades."*, which can be translated as: "the singer wears a Paris Saint-Germain jersey with the logo of the bank of Qatar, Qatar National Bank. Instead of "Fly Emirates", which is on the Parisian team's jerseys, we can read "Fly Pirates": this is a fierce criticism of the country which will receive the football World Cup in 2022, where 1200 immigrant workers died during the construction of the stadiums."

By causing us an image prejudice, you have unduly taken advantage from the considerable reputation of our club. Your actions are thus a source of both an economic prejudice and an image prejudice for which you may be held liable under Article 1382 of the French Civil Code.

Indeed, the above-mentioned press articles clearly indicate that the use of our jersey largely contributed to attract the public and the press's attention on M.I.A.'s video clip. Thus, you unduly took advantage of our popularity and reputation to enhance the attractiveness of your artist and, consequently, the profits of your company.

We therefore formally request that, within twenty-four (24) hours from the reception of this letter, you:

- Cease the broadcasting of images on any media which show the PARIS SAINT-GERMAIN jersey in the video clip BORDERS by M.I.A. or in any other videoclip,
- Refrain from using our image and brand in any way without our authorization,
- Compensate us for the harm we have suffered.

In this respect, please consider this letter as a formal notice, with all the judicial effects of Articles 1139, 1146 and 1153 of the French Civil Code.





We reserve the right to seek all remedies available at law to compensate the prejudice already suffered and that to come, and we reserve the right to start any procedure, including judicial ones, if needs be, to protect our interests.

We wish to assure you, Madam, of our highest consideration.



**Jean Claude BLANC**  
Deputy CEO